

Wisconsin Urban Forestry Council Minutes
DATCP, Madison WI
February 18th, 2004

Attendance:

Voting members: Bruce Allison, Linda Barcz , Tim Bauknecht, Bob Brush, Jeff Edgar, Christine Geise, Jeff Gorman, Greg Lancaster, David Liska, Mike Maddox, Heather Mann, Ken Ottman, Dan Traas, Richard Welch.

Ex - officio, non - voting members: Lisa Burban, Leif Hubbard, Bob Dahl, and Dick Rideout

Non - voting guests: Sarah Attwood, Kathy Esposito, Jim Warren

Absent voting members: Mark Dochnahl, Wayne Glowac, Kevin Hinckley, Laura Jull, Mike Michlig, Bob Skiera, Joan Stevens, Joe Wilson

Actions:

1. Input to Ken Ottman on invasive and exotic species issue Tel: (414) 286-0263 email: kottma@mpw.net
2. Information about AB 748 to Council - Dave Liska and Dick Rideout.
3. Input to Bruce Allison by Feb 28th on UF issues to address in D.C. Tel: (608) 271-4126 email: allisonrbuce@att.net
4. Information packet to Bruce Allison to bring to D.C - Lisa Burban?
5. Input/comments on the UF Conference as well as ideas and programs you see throughout the year that might be good at conferences. Get in touch with Dan Traas about them. Tel: (920) 731-3511 email: rangserve@aol.com
6. Dick will discuss with Paul DeLong appropriate pressure Council should put when and where in regards to vacant UF positions.
7. Put meeting dates in your calendar
 - Next meeting: May 19th here at Madison DATCP. Bob Dahl will book meeting room.
 - Summer meeting - July 28th. Manitowoc
8. Madison Home Products Show
 - Wed afternoon 2 p.m. set up - Heather Mann, Dave Liska, Dick Rideout, Sarah Attwood. Access through back doors. Set up display and benches.
 - Sunday take down (5:00 p.m.) - Greg Lancaster (2) Dick Rideout, Leif Hubbard. Access through back doors.
 - Dick Rideout will bring handouts on trees and construction, pruning and The Forest Where We Live.
9. Council should be in contact with their local legislators on important UF Issues
10. Dick Rideout working with Paul DeLong to give input on the issue of Federal Allocation of funds to state Urban Forestry programs. Meeting with Paul DeLong 2/19/04

Handouts:

| Name | Subject | Who to contact | More info: |
|--|--|-------------------|--|
| Agenda | Council mtg. | DNR-Sarah Attwood | -- |
| Email from Wendy McCown | Forestry Education Center | DNR-Sarah Attwood | -- |
| Financial Report | Oct-Dec 03 Council Expenses | DNR-Sarah Attwood | -- |
| Centennial Web Site partial print out | Celebrating 100 Years of Forestry in WI-Urban Forestry | DNR-Sarah Attwood | www.wisconsinforestry.org |
| DNR Accomplishment Report with urban forestry workshop evaluation attached | Oct-Dec 03 Update | DNR-Sarah Attwood | -- |
| Strategic Plan update | 2003 Accomplishments | DNR-Sarah Attwood | -- |
| Buckthorne be Gone | Invasive/Exotics | USFS-Lisa Burban | www.fs.fed.us/ucf See attached email from Lisa Burban |
| A Dialogue on Diversity | UF Outreach and Education-Awareness | USFS-Lisa Burban | www.fs.fed.us/ucf |
| CD | Urban Tree Risk Management | USFS-Lisa Burban | www.fs.fed.us/ucf |
| Booklet | Benefits of Urban Trees | USFS-Lisa Burban | www.fs.fed.us/ucf |
| Pest Alert | Emerald Ash Borer | USFS-Lisa Burban | www.fs.fed.us/ucf |
| Painting theTown Green | Green Infrastructure | UOSF-Heather Mann | http://www.uosf.org |

Meeting Minutes

Mtg. called to order 9:35 a.m.

- 1.) Members introduced. Minutes were reviewed and approved (Bob Dahl move Dick Welch 2nd)
- 2.) Financial report presented, explained to new members and approved (Bruce Allison motion, Greg Lancaster 2nd).
- 3.) **DNR REPORT** - *Dick Rideout*(9:40)

a.) Personnel status

- New staff introduced. Sarah Attwood. UF Assessment, UF Council Liaison, Strategic Plan Tracking. Kathy Esposito - Communication Specialist. Public awareness planning and implementation.
- Regional coordinator update. Positions still vacant.
 - Applications being reviewed (32 for 2 positions). Being scored currently.
 - Current concerns/delays to hiring
 - Salary line going into red. Request to transfer supply - line funds and/or federal dollars to salary line to make up temporary shortfall being submitted by DNR to DOA. Appears to be stuck at DNR Secretary's staff level. If approved hiring may be delayed until beginning of fiscal year (July 1).
 - Dave Stephenson's position will have been vacant for 2 years as of May.
 - Council should demonstrate what NOT getting by positions being vacant. Dick will discuss with Paul DeLong - appropriate pressure council should put when and where to stimulate action.
- Urban Forestry and Stewardship/WFLGP Grant Manager Positions. High priority in strategic plan. Budget requests in for these 2 positions. Potential to utilize federal funds temporarily to get them into the snapshot. Dick working on this right now. High priority but not a sure thing. Support from Paul. A position description is being developed that requires a survey. If you receive one please complete it quickly.

b.) Centennial Update (10:05 a.m.)

- Dick passed out handout of Centennial Website. (<http://www.wisconsinforestry.org>)
 - Bruce Allison asked about Wisconsin's Famous and Historic Trees. Plan is to have it on-line by Arbor Day. Genny Fanucchi working on it. Will be announced in newsletter. Bruce also asked about a hard copy being produced. Dick said probably not. WEEB grant applied for, but denied, so went with the web.
 - Greg Lancaster asked about Champion Tree Book. This WILL be republished in hard copy. Not the same as Famous and Historic Trees. Possible funding from Tourism for getting Famous and Historic Trees into hard copy.

c.) Forestry Education Center update. (10:15 a.m.)

- Highlights - See Wendy's email
- Planning for education center has not been started. Potential for strong UF facility.
- Bob Brush asked question if we have a list of architects who have a background in UF. Past projects that exemplify UF into the design. What ones are out there? Are they being considered as candidates to design Forestry Education Center?
- Council members to be involved in program design and building design guidance.

4.) **PUBLIC AWARENESS PLAN** *Dick Rideout* (10:25 a.m.)

- We are in collecting phase - What do we have? Where are we now? Where do we go based on this?
 - Communication and Education Strategic Plan for whole dept - UF a piece of it.
 - DNR contracted with Knupp and Watson. Looked at what we have and what we need. Looked at commonalities between 6 programs. Came up with actions & strategies that are common. Recently completed - 3 months ago.
- Goal: to come up with a marketing plan for UF. Looking at the resources we have in place to do this. Idaho example.
- ISA and Trees are Good marketing strategies. Take advantage of this. Lisa Burban asked about this. We are looking at all of this and prioritizing audiences that need to be addressed.
- Kathy - meeting with Joan Fischer, editor, Wisconsin Academy Review (Wisc Academy of Sciences, Arts & Letters). Council guidance - good idea?
 - Feedback
 - Lisa Burban offered Gina Childs as a connection to contact.
 - Bob Brush suggested tying to Centennial.
 - Heather Mann highlighted that the audience is more affluent and this could be good.
 - Bruce pointed out that they are well funded and the magazine gets to many libraries.
 - Council supportive.

5.) **MADISON HOME PRODUCTS SHOW** - *Linda Barz (10:40 a.m)*

- March 5-7th Alliant Energy Center
- 6 booths, 1313-1315, 1313 has electricity, 1224-1226. - Close to loading dock
- Tables won't need to be ordered this year – will be provided by Bruce Company.
- Wed afternoon 2:00 p.m. set up - Heather Mann, Dave Liska, Dick Rideout, Sarah Attwood. Access through back doors. Set up display and benches.
- Sunday take down (5:00 p.m.) - Greg Lancaster (2) Dick Rideout, Leif Hubbard. Access through back doors.
- Dick Rideout bring handouts on trees and construction, pruning and The Forest Where We Live
- Bruce Allison asked if Dane County Tree Board going. They are not involved this year.

6.) **DNR STRATEGIC PLAN UPDATE** *Dick Rideout (10:53)*

- Dick Rideout presented handout of 2003 progress tracking spreadsheet. Almost 50 tasks were completed in 2003. Report does not cover many day to day work activities. Just strategic ones. Analysis still needs to be done to determine why incomplete actions were not done and if they will be moved to next year or following years.
- Dick Rideout highlighted some aspects of the report:
 - Public Awareness actions held off until Kathy Esposito was hired.
 - Dissemination of info. Newsletters to legislators was dropped. Legislators don't read them.
 - Active Management - no effort to stratify community input - no staff time.
 - This document can be used to address staff needs - highlights red as an indicator.
 - UF into Centennial message – Heather Mann asked where it is. No special spin on it but UF is included in “Activities” section of Centennial web page. UF timeline-history of UF. Tracy Salisbury created. Trying to get in web format as well.
 - Jim Warren pointed out that he and Dick are working with regional supervisors to incorporate items from the Strategic plan into their workplans.
 - Greg Lancaster input - Comprehensive Public Awareness strategy by May? On target to be well on way by then. Council can provide input while it's in progress. Collect input by email and then discuss at May meeting.

7.) **GOVERNORS COUNCIL ON FORESTRY** *Ken Ottman (11:10 a.m.)*

- New Gov.'s council has met twice - organizational meeting and setting goals for 4 years
- Immediately identified 4 issues need advice on
 - Forest Certification - assuring that WI forests meet certain criteria for good forest mngmt. Set by 3rd party standards. Global standards for quality. Result of increasing demands for forest products that come from well managed forests. (Kinkos, Home Depot require products of this type)
 - Forest Fragmentation and Parcelization - Increasing forest owners, smaller parcel sizes. Challenge for forest industry.
 - Assistance to Private Landowners - how do we provide support to make sure managing forests properly. Private assistance to private owners.
 - Management of invasive exotic species into forest environment. How do we deal with invasive pests and species? How should state assure that land is protected from these invasives? How do we manage/deal with this. *****Highest ranked issue by governor's council members*****
- UF Council - recommendations for controlling spread of invasive/exotic species. Ken needs Urban perspective to bring back to his subcommittee. Key elements for state to employ to control these.

Input from Council:

- Jeff Edgar - Standards for input to US. Only 1% looked at. Strongly suggest inspections as ports. Standards need to increase, not stringent enough. Keep pests and species out as opposed to deal with them once they're in.
- Bob Dahl - New Zealand looks at 40% of containers that come in. Also disassemble autos. 44 million dollars into treating one moth. Differs from U.S. standards. Two issues - Importation of things as well as things that are already here. The unintended ones are most difficult.
- Bruce Allison - Point of Levels of concern. Different species different to different sectors. Honeysuckle for example devastating to Forest Industry, but not necessarily Urban.
- Management vs. prevention.
- Mike Maddox - IPAW collaborative approach, identify levels of current problems and then fill in the holes - strategic plan.
- Species problems in different places both statewide and national. Not everything is invasive everywhere.
- Different restrictions for different species - hard to come up with
- Heather Mann - suggests a research phase. From that strategies, 1. Education - who to talk to, who are the decision makers (landowners, industry), 2. Policy implications. How do we interface with federal policy. Do we influence these to get WI agenda addressed? 3. Institutional landowner policies.
- Prevention and Management need to be combined. Complex issues.
- Are all invasives bad? - Tough questions.

- Lisa Burban - Tie to homeland security. FUNDING. Be realistic
- Survey and detection.
- Invasive species Council
- METRIA group - Lisa Burban - Govs council attend.
- Economic social and economic reasons to address pests
- Heather Mann - homeland security - link to economic success and independence. If don't keep industry in WI, than threat to us.
- Exotic and Invasive should be kept together. Exotic alone should not be the issue - Dick Rideout.

8.) **MEMBER EXPECTATIONS** - *Dave Liska (11:45 a.m.)*

- Communication open as individuals and members of UF Council give assistance and guidance to local legislators. Let them know about Forestry Education Center.
- Contact local organizations and update on what's happening in UF agenda.
- Dave Liska - Highlighted that you can get people's attention. Assembly bill 748: Road signs and windows of visibility time frame. Dave went and looked at what it would be to Waukesha. = \$200,000 of street trees in Waukesha. Went and got current legislator information. Sent email indicating concern as a member of UF Council and as a Forester.
 - Stimulated some interest and some reaction. Inundated from legislators' offices. Said they were misconceptions we had, actually THEY were the ones that had misconceptions. Huge issue to convey to local legislators.
 - Legislators might introduce bills that they just don't know have an impact to urban forests and we need to be the ones to point this out. Local legislators may be swayed by money interest to their town or they are misled such as in AB 748 when they think local communities are protected. Clearly they didn't know.
 - You HAVE TO BE ACTIVE. Potential to amend bill as a result. Make sure we are getting appropriate chains of reaction going. Getting information out to who needs to see it. Response to AB748 is a good example of how effective we can be if we are active.
 - Ken Ottman - Reminded council that sign industry has pull in their presence in communities. Dick Rideout - we need to have an economic response to their economic pull.
 - **UF council feels that this legislation should be defeated. Or if it is not defeated, under no circumstances should this law apply within corporate limits of cities and villages. All state highways that run through communities should be considered connecting roads.**

9.) **UF PRESENCE IN D.C.** - *Bruce Allison (12:30 p.m.)*

- Ask for UF issues or efforts to talk about in D.C.

LUNCH - 12:35

10.) **WAA CONFERENCE REPORT** *Dan Traas (1:15 p.m.)*

- Gave overview
 - Total #'s 502 pre-registered. Close to 600 final attendance.
 - Wimps won volleyball!
- Feedback from Council:
 - Dick Welch - Handouts - not enough. Available on line afterward etc.
 - Programmatic glitches - not too many
 - Dave Liska - liked the diversity, not all techy. But techy sessions were great! Application of techy stuff to all realm of urban forestry.
- Future conferences
 - End of March - Program Committee will meet to start planning for next year
 - Email Dan about ideas and comments - programs you see throughout the year that might be good at conferences.
 - Marketing of speakers beforehand.
 - Jeff Gorman - Council brainstorm list in fall meeting minutes - possible ideas for presenters.
 - Summer, fall (both WAA conferences), Annual Conference - ideas suggestions.

11.) **USFS PROGRAM ACTIVITIES** *Lisa Burban (1:30 p.m.)*

- Reviewed outreach and education resources - See email she sent in regards to these materials.
 - Urban Forestry Tree Risk Program (CD and handbook)
 - Storm planning
 - Buckthorn Resources
 - Oak Wilt
 - Recipe Card for Diversity
 - Benefits of Urban Trees

- Emerald Ash Borer - Pest Alert. More information Katie Armstrong (USFS) - pest person. Helping areas after they've been decimated.
- Budget
 - Forest Service - \$245,000 granted to WI. \$91,500 to Urban Open Space Foundation partnership with NAACP, inner city Milwaukee.
 - House investigation of Lisa's division on allocation of funds. How \$ distributed had to be reconfigured. Thorough job done on how money to be allocated. Concern early on that more rural states would be hurt (More \$ to big cities - places with UF). Each state is looked at for Urban Rural distribution, how much urban vs. rural. And this was considered in allocation formula. USFS uses performance measure accountability. Tree City used for NASF (state forests). Base of \$220,000 to each state. Ironical part - we may be red lined in end if can't / won't comply.
 - SEE DICK RIDEOUT'S FOLLOW UP EMAILS ON THIS
- Dick Rideout working with Paul DeLong to give input on this issue. Meeting 2/19/03.

12.) **PERSONNEL CHANGES AT DATCP** *Bob Dahl (2:00 p.m.)*

- Bria Radkie left DATCP and is now the DNR Gypsy Moth Coordinator for NW WI
- One more inspector hired in Bob's office to inspect nurseries, landscaping companies. He is middleman to find pests before sold to people.

13.) **UF IMPACT REPORTS** *(2:15 p.m.)*

- Dave and Jeff moved to next meeting
- Heather Mann - Green Infrastructure for Tomorrow (GIFT) Plan - Paint the Town Green report
 - Full document at Ouopenspaces.org
 - Created as a result of going into communities and having to reeducate. Trying to create interconnected networks through our communities. Done for long term economy of community.
 - Distinguishing green infrastructure from traditional open spaces and parks
 - Environmental benefits of green infrastructure.
 - Policy agenda - how can we transition from where we are today to create sustainable green infrastructure.
 - Build capacity
 - Build broad commitments - Decision makers understand value in it
 - Effective strategies
 - Build momentum
 - Improve communications. Crosses disciplines.
- What will be done with this publication and program?
 - Sending out to decision makers - planners, community members etc.
 - Teams to go talk to communities - editorial boards of newspapers. Reporters then do stories on issues and you have a distributor of info. Model projects highlighted as well as partners.
 - Not arboriculture. This report brings to life the values of Urban forestry to communities.
 - Legislative recommendations
 - Governors Task force on Green Infrastructure in conjunction with this report
 - Urban Stewardship Program - parallel to existing one that talks about nature based environmental education. Need to combine this with that/
 - Possible link to Centennial site - Partnership activities
 - Collaboration with Forestry Education Center
- Forest Fragmentation - contribute to this discussion. Cohesiveness to Urban Forestry.
- Jeff Edgar - more potential partners - WI Landscape federation.

14.) **FUTURE MEETING PLANS** *(2:30 p.m.)*

- Next meeting: May 19th Here in Madison at DATCP. Bob Dahl will book meeting room.
- Summer meeting - July 28th. Manitowoc - cabin available - July 27th bike ride on trail. Tree planting at beginning and end of trail. Trees donated by Jeff Edgar. Jeff is willing to carry bikes! Cookout on lake? Out to eat? Members could camp out if they wish. Possible tour of Silvercreek Nurseries.

15.) **OLD BUSINESS/NEW BUSINESS**

- No old business
- No new business
- Motion to adjourn - Dan Traas motion, Dick Welch second

16.) **GIS MAPPING TOUR** - Bob Dahl